

# ATARI COIN CONNECTION

## 1983 National Sports Festival Could Be the Start of Something Olympic



**A**fter a stint in Syracuse (1981) and another in Indianapolis (1982), the fifth edition of the United States Olympic Committee's National Sports Festival returned to its birthplace in Colorado Springs. The 1983 event ran from June 24 through July 3 and provided the last major get-together of America's top athletes in this pre-Olympic year to hone their skills for the ultimate challenges at Sarajevo next February and Los Angeles next July. And so the countdown has begun for all the gifted hopefuls.

Colorado Springs, aptly nicknamed the "Amateur Sports Capital of the United States," is the home of the United States Olympic Committee, the Olympic Training Center and seventeen amateur sports federations. With first caliber sports facilities, including those at the Air Force Academy, as well as climate and altitude conditions conducive to superior athletic performance, Colorado Springs can boast of a heritage rich with a diversity of sports activities from classic international competitions to innovative youth programs.

And speaking of youth, Atari was present this year to conduct a one-day video games contest exclusively for the enjoyment of those athletes participating in the National Sports Festival. Contenders were invited to match skills against our leading coin video games—the "Atari Triathlon." Six minutes of supreme effort provided a true Olympian test for each entrant with a com-

petitive format based on one game of Pole Position\* and a two-minute time limit on both Millipede™ and Xevious\*.

Games were provided by Bill Curley, Vice President and General Manager of Philip Moss Distributing, and maintained by B. I. Smith of S & S Amusement Company in Colorado Springs. The tournament sites were the athletes' dormitories at the Air Force Academy, Colorado College, Olympic Training Center, and Deaf and Blind School. Both advance and onsite registration took place. Players with the highest combined scores received a variety of Atari product prizes, including the Atari 2600™ Video Computer System, the Atari 400™ Computer, assortments of cartridges for both, and one coveted Xevious



coin video game. Gold, Silver and Bronze awards were given to the top three overall tournament champions as well as the respective top three winners at each site.

Of the 2,825 athletes in attendance on June 23, 463 or 16% participated in the Atari competition. They learned about the tournament from entry forms inserted in Participants' Registration Packets, posters, pre-registration forms to be deposited in Atari Video Games Contest receptacles located in athletes' hospitality rooms in the four dorms, and by word of mouth. Mariann Layne, Manager of Marketing Services

*continued on last page*



## Look Out New Orleans!

We're coming into the final stretch now... can't you just hear the sweet soulful sounds of that Bourbon Street jazz band? Can't you just taste that good ol' Cajun food? Can't you just imagine the flood of excitement that will be set loose when video games meet Dixieland in one big bang?

AMOA Exposition 1983 promises to stir the soul and arouse the imagination. The industry is in for a new leaf of technological wizardry. And Atari will be there in booths numbering 811-831 and 910-930 for the run of the show (October 28-30)... doing our part.

Join us! For a little hand-five. For a little shrimp creole. For a lot of surprises. And even more razzle-dazzle.



## AT YOUR SERVICE

### Frank Becker Heads West as National Field Service Manager

No, you're not seeing double when you meet him in person. Likewise, you're not hearing double over the phone. Frank Becker is a somewhat younger version of Dari Davidson, Director of Technical Service... not a "spittin' image" but very similar in personality, demeanor and enthusiasm. And this young man on the rise would have to go far to find a more suitable mentor.

Frank has moved into our California headquarters after having been with Atari for five years in the New Jersey office, progressing through the East Coast cycle of "bench" technician, Technical Supervisor, and Regional Field Service Manager. Having diametrically diverted his pursuit of a college major from accounting to engineering, he was first employed by Laser Diode Labs where he helped design laser systems used for telephone applications and guidance systems on jets.

Although not actively seeking a change of companies, he received a call from an employment agency informing him of opportunities opening up with a game manufacturer called "Atari." What the heck—he decided to stop by the plant on his way home late one afternoon. Dressed in the familiar garb for technicians and engineers of jeans and sports shirt, he was surprised (and a bit embarrassed) to find a very updated office and first-class surroundings. His soon-to-be boss proved unruffled by Frank's appearance and just had one question: "All I want to know is are you any good?," to which Frank replied, "I'm damn good. Otherwise, I wouldn't be here." He was on board as of May 1, 1978.

With the support of two very strong Regional Field Service Managers, Bob Salmons and Bernie Barranger, Frank already has plans to initiate some new directions toward providing better service to the field. In addition to the currently existing Field Service Bulletins which tackle head-on those problems that require immediate attention and the "Tech Tips" publication which dispenses general information, a Service Newsletter to highlight manual and part changes is now on the drawing board. "We need to convey to the operators how much we care about them," Frank stresses. "Sometimes it seems that all they hear from manufacturers is buy, buy, buy. We want them to know that when they buy an Atari game, it's one that's here to stay, and we will be here to help them keep it running." He has learned that field knowledge gained from operators is absolutely invaluable and communication is essential on a steady, up-to-date basis. Operators who phone in for a fix to a problem are encouraged to make a second call to let Field Service know if the fix actually worked!



In regard to better servicing our distributors, Frank intends to conduct technical schools specifically for them when major hardware changes are introduced. "Dis-

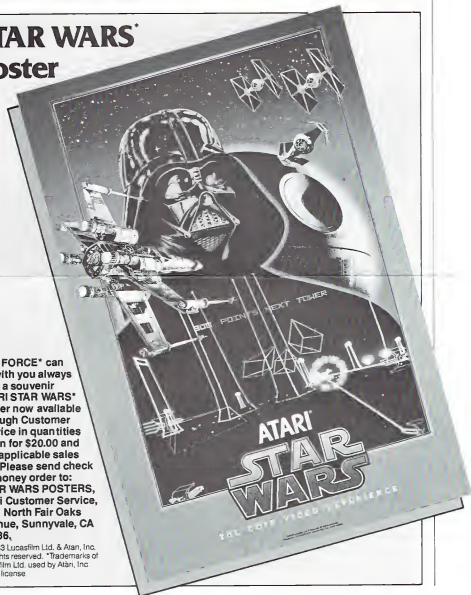
tributors really need extra help during those first couple of months a new game is released." Our participation in operator schools, sponsored by distributors, will also continue.

Although one might surmise that Frank will be spending the major portion of his time on the road, he insists on a philosophy of being available back at the home office to accept a major share of the phone call load, both outgoing and incoming. The objective is to generate operator as well as distributor input. He will, however, travel enough to keep a first-hand feel for what's going on out in the field.

Dari Davidson is the first to admit his fortune in having forged such a well-rounded and compatible team through Elaine Shirley, Customer Service Manager, and Frank Becker. Between the three of them and their professional staffs, confidence abounds that there exists no stumbling block they can't get around, over, under or through... the shared goal is simply to give the best service in the world!

Frank Becker's Direct Line	408-745-2077
California Technical Service	800-538-1611
California Customer Service	800-538-1530
New Jersey Technical Service	800-526-3949

## STAR WARS® Poster



THE FORCE® can be with you always with a souvenir ATARI STAR WARS® poster now available through Customer Service in quantities of ten for \$20.00 and any applicable sales tax. Please send check or money order to: STAR WARS POSTERS, Atari Customer Service, 1105 North Fair Oaks Avenue, Sunnyvale, CA 94086.

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# Congratulations to Our Friends of the California Special Olympics!



## The Special Olympic Oath

*"Let me win, but  
if I cannot win,  
let me be brave  
in the attempt."*



University of California  
at Berkeley  
June 24-26, 1983

Dear Atari,  
I am writing you to tell you how much I enjoyed the Special Olympics at the University of California at Berkeley. It was a great experience and I hope you will continue to support these events.

**IT'S YOUR BUSINESS**

The following excerpt is taken from an inspiring letter distributed to clientele by Mr. Hank Heiser, Vice President and General Manager of the Livonia, Michigan branch of Bally Midwest. Just as a team prepares for the start of a new game, we, too, can use a little pep talk. "Coach" Heiser calls us—first—to action and then to a renewed glory (reprinted by permission of author).

I am sure you don't need me to tell you that the glory days in our business of the 1980's through the first half of 1982 are over. The fat is gone. The easy buck is not to be found in our industry today.

We have all made cuts or are in the process of doing so. Problems continue. We are continually harassed by legislators who supposedly have the "best interest of their constituents at heart." There are still too many fly-by-nights in the business contributing to the glut of equipment on the street today. There are too many people you talk to within our industry predicting doom. The fact is, we don't have to accept the prophecies of these GLOOMCASTERS.

Now is the time to make up your mind to be a winner and to do that you must be on

a winning team. Notice I did not say survive, the word is... WIN. If survival is all you are looking for, then do yourself and the industry a favor, and toss in the sponge. That will leave those of us who are dedicated and committed to our coin machine industry, ready to take up the gauntlet and go forth to even greater successes than what was enjoyed, in those all too brief, fat times.

You may scoff at this rhetoric if you so please, but believe me, attitude, a positive attitude, is 80% of the game.

**WE ARE WINNERS**

**BUT CAN ONLY CONTINUE TO BE SO  
IF YOU ARE WINNERS TOO.**

Be a winner... We are in a great industry.  
**THE BEST IS YET TO COME.**

# National Sports Festival continued

ices, reports on her return from Colorado Springs: "We wanted to provide an entertainment source for the athletes and offer them the opportunity to compete in a social context—strictly for fun. It was exciting to see how willing they were to try a new sport. The games provided an activities center where the young men and women could gather in yet another spirited environment."

In a more humorous vein, Ms. Layne relates: "Only when you see these athletes in person do you fully realize just how tall they



really are in general! They actually dwarfed the video games they were playing. But you could also see the powers of concentration they've mastered in their own sport being carried over into the video games contest."

With all hopes now turned toward the Olympics, Atari will be present there, too, in the role of sponsor. As the official video games for the 1984 summer spectacular, coin video favorites will be installed in the Olympic Villages for the recreational enjoyment of the participants during their stay in Los Angeles. We're on our way.

\* Pole Position is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

\*\* Xevious is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

## Chris Frazier Gains the Gold In Two Fields of Competition

Chris Frazier may be hot on wheels, but he's just as hot at the controls of our "titanic threesome": Pole Position\*, Millipede™ and Xevious\*\*. He proved his skills at the National Sports Festival where he captured three Gold Medals for speed roller skating and a fourth for being the overall #1 champion in the Atari Video Games Contest. In addition to the Gold, he was awarded an ATARI 2600™ VCS with 12 cartridges and a Xevious coin-op game.

Although speed roller skating will not be included in the 1984 Summer Olympics lineup, Chris is always ready to go the distance, as was seen in the National Competition in Fort Worth, Texas during mid-August and his vying for placement on the World Team. In his junior division, the different distances involved are 500, 1000, 1500, and 3000 meters. To prepare for the various meets, he practices four hours a day for six days a week. He also puts in 250-300 miles of bike riding per week to build up his wind and legs.

At age 17, Chris will return to Airline High



School in Bossier City, Louisiana this fall as a senior where he will add track and field as well as weight lifting to his strenuous physical regimen. However, during the school year, his studies take precedence over skating. Being a strong student in math and computer science, he plans to continue this direction in college and possibly enter into the medical field. Chris takes the Gold in academics as attested to by the fact that he is a National Honor Society Member, National Merit Scholar and has also received his Letter for Leadership.

Chris has been speed skating for the past four years since the local Crystal Palace roller rink announced the formation of a team. He now travels quite extensively throughout the southern United States with this group and is working toward the hope that the 1988 Olympic Games will finally incorporate this event. But whatever course his life takes, we're sure he'll come out a fast-track winner.

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